



**Stranger Collective has worked on four websites for iTunes Live, including front-end design, web development, writing and uploading all site content and performer pages, and updating the sites every morning throughout the festivals.**

iTunes approached us in spring 2007 with a great idea: they were planning a month-long music festival at the ICA in London and they wanted us to design, build and produce all the content for a dedicated website. We worked closely with them to produce a site to showcase the excellent line-up (over 60 artists, including Amy Winehouse, Editors, Groove Armada, The Coral and The Go! Team) and encourage people to enter the ticket competitions.



As part of the global Apple brand, all iTunes web content must adhere to strict brand guidelines and is checked by several in-house editors (in both London and California) and a legal team. The iTunes team was very happy with our ability to write high-quality copy within this framework

and the process worked so smoothly that they asked us to produce three more websites for them:

- An 11-day **iTunes Live: London Sessions** at the legendary AIR Studios (established by Sir George Martin after he left EMI in the mid-1960s) in February/ March 2008
- A two-week **iTunes Festival: Berlin** (which involved some interesting HTML updates in German!) in May 2008
- A 31-day **iTunes Festival: London** at Koko in Camden in July 2008

In each case, Stranger Collective managed the sites' content in the run-up to and for the duration of the events, including uploading pictures of each night's performances to the Media Gallery every morning, seven days a week.

**"Thank you for the amazing efforts to get the site live this morning. We greatly appreciate the work everyone has put in to get the first ever iTunes Festival off to the best possible start."**

Julian Murphy, iTunes Marketing Manager

(Please note: the websites are no longer live as the festivals have all finished).

[&gt; View Port Eliot Festival case study](#)

If you're planning an event or series of events - however big or small - and would like to discuss how Stranger Collective can help you communicate it, please call Helen Gilchrist on 01326 376500 or email [helen@stranger-collective.com](mailto:helen@stranger-collective.com)